ABSTRACT

A system for partitioning a column in a liquid crystal display (LCD) into n sub-columns, wherein each sub-column drives $1/n$ of the total cells associated with the column, thereby reducing the current required to drive the columns. By increasing the number of column drivers and associated column conductors in the LCD, the capacitive loading on each column driver is proportionately reduced, thereby enabling the use of smaller-area, and thus less expensive column driver devices. The LCD rows can be arranged in groups to provide $1/n$ "effective" rows, wherein each row driver drives n-sub columns.